

Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

212355
e. f. l. d. list e. f. l. d. p. m. s.
Special Feature Selection
of

CHOICER PLANTS

This selection is only a small fraction of our Nursery offerings which are more fully listed in our general catalog sent out on request only. We reserve the right to limit orders and quantities when our supply runs low.



SWISS FLORAL CO.

TELEPHONE TRINITY 9865

EAST SEVENTH AND HANCOCK STREETS
PORTLAND, OREGON

SWISS FLORAL COMPANY

ON BRINGING THE GARDEN *Up-to-Date*



PROGRESS in all lines of industry has accomplished marvels. Most things popular a few years ago are now out of date, and so much superior are today's accomplishments that a person is no longer justified in letting old things be good enough. This also holds true with garden flowers and shrubs. Lawns and landscape arrangements of today are far ahead in beauty of the gardens of old. To modernize old plantings and use newer plants around the home is just as sensible and logical as to rearrange and modernize the furnishings of the home. The greater satisfaction and the fitting effect of today's gardens well justify the effort. However, it is something that calls for a little study and thought, for there are so many new plants now to be had that inexperienced persons don't know just where to start. To rely on the judgment of a competent craftsman or a master gardener is by far the best, but looking over lists such as this brings many a good suggestion on modern plants of merit.

☞ Fall and winter are the best seasons for garden improvements, for service may be had then that is impossible to obtain in spring. Swiss Floral Company has always been a leader in better and finer plants, and flower lovers who care for better things will find this firm a source of supply of the very best quality. Advice and helpful suggestions are gladly furnished by the master gardener, J. G. Bacher. Simply call Trinity 9865.

☞ Peruse at leisure the abbreviated list of special plant materials herewith, many of them offered here for the first time, but famous in other garden centers for their superior merit. Moreover, this is also your invitation to visit Portland's best Plant Nursery where these new things are grown and tried out before being sold. The Nursery, located at East Twenty-sixth and Holgate streets on the way to Reed College, will surprise you with its many unusual features.

SHIPPING DIRECTIONS

All shipping orders must be prepaid. Parcel Post orders must include postage. Express shipments can be sent C. O. D. Free delivery within city limits.

SWISS FLORAL COMPANY



WALLFLOWERS

The old-fashioned kind has undergone a progressive transformation so that the modern varieties are among our most desirable spring flowering plants. They are especially desirable as clusters in front of shrubberies, for border planting, and in rock gardens. For window box planting during the winter they provide an attractive feature by their green foliage during the cold season, which, if not abnormal, they stand without damage. Spring then brings out a flowering period of nearly six weeks with abundant fragrance. A dwarf variety is suitable for rockeries.

Scarlet Emperor is a novelty offered for the first time and is of a brilliance in color never before seen in the wallflowers. Price \$2.50 per dozen or six for \$1.50.

Other varieties are as follows:

VULCAN—Dark red.

VESUVIUS—Fiery orange.

RUBY GEM—Violet colored.

GOLD MEDAL—Mixed. All colors.

DOUBLE DWARF—Mixed. Fine rockery strain, only partly double.

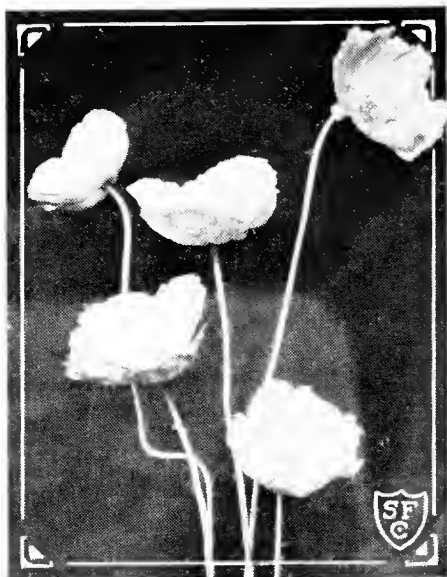
The prices of standard varieties are \$2.00 per dozen or six for \$1.25. All are for fall and winter delivery only.



BIRDS-NEST CYPRESS

This is the rock garden fancier's choicest evergreen and has been extremely rare and seldom seen. The very dwarf nature of this rich blue-green cypress is a delightful feature greatly admired everywhere. Fine little specimens at \$2.50 each. A larger size at \$3.50. Not hardy east of the Cascade range.

SWISS FLORAL COMPANY



ICELAND POPPY

From far-off Australia the most handsome of the Iceland Poppies has made its appearance under the name of **Coonara Pink**, and as it happens to be easy to grow, this plant is sure to win the heart of every flower lover. The long-stemmed flowers of this new variety are about the daintiest cut-flowers that have ever graced a table due to their very fine salmon pink color shading to tangerine rose. Since they are as readily grown as the most common Iceland Poppies, any amateur after planting them may succeed with them, provided they are set out in well-drained soil and sunny locations. Small plants are \$1.50 per dozen while they last.



ST. BRIGID ANEMONE

The St. Brigid Anemone or so-called Irish Wind-flower is a bulbous plant very well at home in our climate here on the coast. As a producer of fine cutflowers it far outrivals all other bulbs and in time will be the most popular in gardens where it will do well. Immensely varied in shape, color brilliance, and size, the flowers have the peculiarity of appearing during the fall months, but the main blooming period is spring and early summer. As cutflowers they last a long time, and the richness of colors is a startling feature for they range from deepest purple and fieriest scarlets to pure white. Endless intermediate colors of most exquisite shades in pinks and lavenders, and combinations of them, are a source of continual wonder in a good planting of Anemones. There are, of

SWISS FLORAL COMPANY

course, various strains and degrees of quality but the greatest pleasure is in growing the finest known from the best European hybridizers. Therefore, we carry the finest only. A rich, loose soil with ample moisture, yet well drained, is essential to the greatest perfection of flowers. During midsummer they become dormant and the fine foliage, almost like parsley, dries up only to reappear again in fall. We are offering them in field-grown clumps only, in mixed colors, at \$2.50 per dozen or three for \$1.00. To ship by Parcel Post add 50 cents per dozen with each order.



TIGRIDIA OR MEXICAN FLAME FLOWER

This exceptionally fine and profusely flowering bulb is a gem for color brilliance during the whole summer, so startling and unique in shape that it proves the greatest garden sensation wherever seen. We take pleasure in offering them this season at \$1.50 per dozen in yellow, orange or scarlet colors. They require no care any different from gladiolus bulbs.

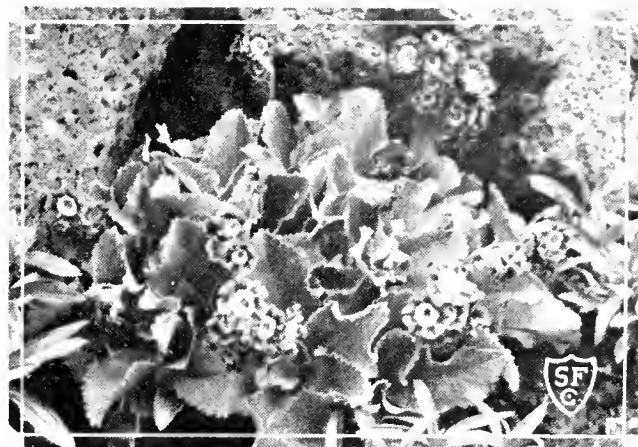
VIOLA FLORARIENSE

This is Henry Correvon's Viola from Geneva, Switzerland, that has proven itself the longest flowering kind of all Violas ever tried here, and the only one with a tendency to bloom during the winter months in Portland. This makes it the most desirable kind for rockery planting, and its handsome lavender veined flowers are very beautiful and bright. Six young plants for \$1.25. \$2.00 per dozen. Strong clumps at 30 cents each.

VIOLA BOSNIACA

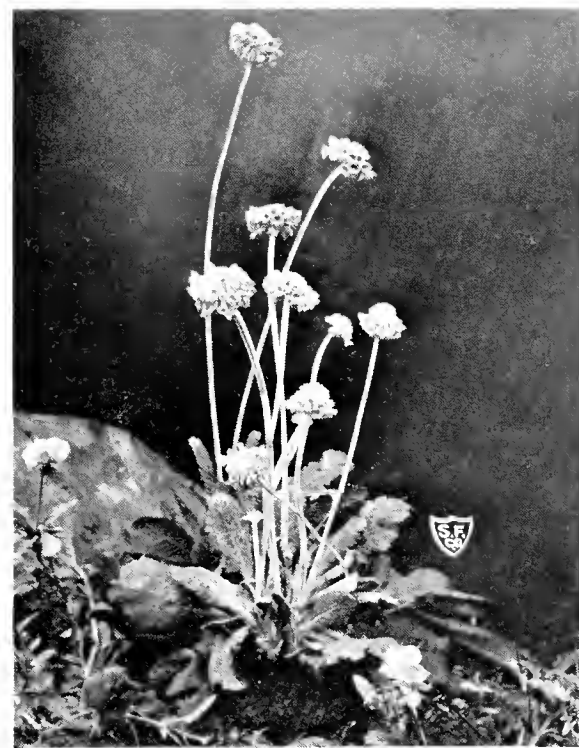
The Bosnian Violets of very bright cheery pink color are so distinct from the everyday Violas that they arouse keen interest, and being handsome as well as continuous bloomers, they are great favorites for rockeries. Used in clusters of three they deserve to be seen in the best of rock plantings. Fine plants three for \$1.00 postpaid.

SWISS FLORAL COMPANY



PRIMULA AURICULA

For a handsome rockery plant, elegant in foliage as well as in flowers, these hardy alpine primroses are just a source of continuous joy and admiration. The colors are so unique and rich that words fail to describe them, and the fragrance at times is superior to violets and also variable. Easily grown in partly shaded locations where the soil is well drained, they are fit for permanent borders or as specimens for rockery planting. They are very long lived. Mixed colors, flowering size, three for \$1.00 or \$2.50 per dozen. Larger size, \$3.50 per dozen.



PRIMULA MOOREANA

This late season flowering Primula is of strange appearance due to the way its flower stems are covered with a white powder which is even on the calyx of the rich blue flowers making a novel contrast. As it is a robust freely growing kind, most rockeries would be improved by a cluster of this new Primula. Flowering from August until frost makes it especially desirable, as it fills the rock garden with color when the flowers are scarce on common plants. Three for \$1.00. \$3.50 per dozen.

SWISS FLORAL COMPANY



DIANTHUS SUPERBUS

The snowflake pink of the Alps with its exceedingly fine lacy flowers and marvelous perfume is one of the easily grown rock plants that may also be used as a border plant. Cluster planting in the rockery is the most effective way to enjoy its beauty. Six for \$1.50.



CAMPANULA MURALIS

This is one of the summer flowering, very dwarf, tufted rockery plants bringing a rich blue color between rocks and flowering for a very long period of time. Plants are three for \$1.00 or 35 cents each.

HELXINE SOLEROLEI

This plant has dainty minute foliage covering the ground like fine moss, is lovely for damp spots in sun or shade, and is equally desirable as a pot plant for indoors where its moss-like texture is most charming. It is for coast climate only. In small sizes they are 25 cents each, and in larger sizes 50 cents each.

SWISS FLORAL COMPANY



CHEIRANTHUS LINIFOLIA

This is a remarkably good rockery plant, easily grown, with masses of lavender flowers being produced the whole season through, of great merit for rockeries. It will grow almost anywhere where sunshine may reach it. It is known as the lavender Wall-flower but is rare in most gardens. 25 cents each. \$2.50 per dozen.



EVONYMUS RADICANS VARIEGATED

This neat evergreen vine of slow growing nature makes a very handsome cover for low walls, and is also excellent in rockery effects and for covering banks or slopes. In sunny situations it assumes a very attractive bright pink color during the winter months. Strong plants are 75 cents each, and smaller ones are 50 cents each.

SWISS FLORAL COMPANY

CALANDRINIA UMBELLATA

This has the richest brilliant true purple shade of all midsummer flowering rockery plants. It likes to grow in dry, sunny locations in well drained soil. Fine low-spreading foliage with neat, cup-shaped flowers in umbels. Strong plants 3 for \$1.00; 6 for \$1.50.



ASTER ALPINUS

For the lovers of really fine rock garden plants this is a gem of supreme beauty and readily grown in every rockery where sunshine is not obscured by trees. This plant slowly increases in gorgeousness season after season, and is the first of the Aster family to flower, generally during May. Each flower is a set of beautiful blue petals around a golden yellow disc and in some forms, the petals assume a light pink color. Strong plants, 3 for \$1.00 or 35 cents each.



CRIMSON EVERGREEN AZALEA (Hinodegiri)

This extremely dwarf Japanese evergreen shrub covered in early spring with a dense mass of strongest crimson red flowers is the greatest plant jewel that nature ever made for man for garden planting in the coast climate. Used individually or in groups they appear like ruby stones but have the great advantage of slowly increasing in size and beauty year after year. Sandy leaf-mould soil is best for them. Sizes ranging from six to twelve inches in diameter are priced at \$1.50 to \$2.50 each.

SWISS FLORAL COMPANY



KURUME AZALEA

This is the Queen supreme of all new flowering shrubs. Persons admiring pink or salmon shades more than crimson will rejoice at the gorgeous colors of this new race which is larger flowered but equally as profuse as the Hinodegiri type. Its growth is slightly more vigorous yet dwarf. We have several varieties in varying shades of color at \$3.00 to \$3.50 each for fine flowering specimens.



GARDEN POOLS

There are few features of a garden appealing with greater force to our sense of beauty and charm than a lily pool with gold fish lending color and life among a setting of shrubs and flowers. While pools may be constructed in the simplest manner with the smallest expense possible and be pleasing, yet there is a possibility for art to play a very important role and the extra cost of skilled craftsmen in the execution of pool construction is money wisely spent. Our experience is the widest to be found in the city of Portland. Let us advise you on the pool problem as a Landscape Feature. Free consultation is afforded within the city limits. Phone Trinity 9865.

